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DEPT. OF JUSTICE  
APR 17 4 56 AM '73  
REGISTRATION SECTION

UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D.C. 20530

AMENDMENT TO REGISTRATION STATEMENT  
Pursuant to the Foreign Agents  
Registration Act of 1938, as amended.

1. Name of Registrant  Ruder & Finn, Inc.	2. Registration No.  1481
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To correct a deficiency in

☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.

☐ Initial Statement

☐ Supplemental Statement for \_\_\_\_\_

☒ Other purpose (specify) To add New Zealand Meat Producers Board as a client of Ruder & Finn.

☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list -

Exhibit A -- attached

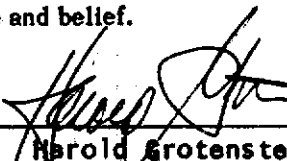
Exhibit B -- attached

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

To comply with the Dept. of Justice request of 4/5/73 to register as a foreign agent on behalf of New Zealand Meat Producers Board.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.


(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

  
Harold Grotenstein  
Secretary

Subscribed and sworn to before me at New York, New York

this 10<sup>th</sup> day of April, 1973

My commission expires March 30, 1974

  
(Notary or other officer)  
MARTHA JANE LASLETT  
Notary Public, State of New York  
No. 31-9821163  
Qualified in New York County  
Commission Expires March 30, 1974

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EXHIBIT A

REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant <b>Ruder &amp; Finn, Inc. 110 East 59th St. New York, N.Y. 10022</b>	2. Registration No. <b>1481</b>
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3. Name of foreign principal <b>New Zealand Meat Producers Board</b>	4. Principal address of foreign principal <b>126-132 Lambton Quay Wellington, C. 1 New Zealand</b>
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5. Indicate whether your foreign principal is one of the following type:

☐ Foreign government

☐ Foreign political party

☒ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☒ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) \_\_\_\_\_

☐ Individual - State his nationality \_\_\_\_\_

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

**not applicable**

b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom the registrant deals.

**not applicable**

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

**The New Zealand Meat Producers Board represents the New Zealand  
livestock farmers; assists and promotes the sale of New Zealand  
meat to world markets.**

*term id 6/30/75.*

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal . . . . Yes ☐ No ☒

Directed by a foreign government, foreign political party, or other foreign principal, . . . Yes ☐ No ☒

Controlled by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☒

Financed by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☒

Subsidized in whole by a foreign government, foreign political party, or other foreign principal . . . . . Yes ☐ No ☒

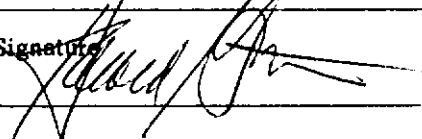
Subsidized in part by a foreign government, foreign political party, or other foreign principal . . . . . Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

not applicable

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

not applicable

Date of Exhibit A 4/10/73	Name and Title Harold Grotenstein Secretary	Signature 
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Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT  
Under the Foreign Agents Registration Act  
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Ruder & Finn, Inc.	New Zealand Meat Producers Board

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Provide advertising and promotional services to the  
New Zealand Meat Producers Board.

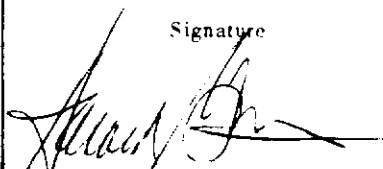
Term'd 6/30/75

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of above foreign principal.

Advertising and promotional services for the New Zealand Meat Producers Board, who represent New Zealand's livestock farmers. This is to aid the sale of New Zealand meat in U.S. markets.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1/</sup> Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests, or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
4/10/73	Harold Grotenstein Secretary	

<sup>1/</sup> Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

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NEW ZEALAND MEAT PRODUCERS BOARD  
60 EAST 42ND STREET  
NEW YORK, N.Y. 10017 U.S.A.

December 12, 1972

Mr. E. Raicos  
Ruder & Finn, Inc.  
110 East 59th Street  
New York, N.Y. 10022

Dear Mr. Raicos:

This is the annual formal note to advise that the Board has approved the 1973 U.S. promotion budget at \$735,300 as set out with your proposals submitted last month. The budget, of course, includes compensation paid to Ruder & Finn for professional staff time and supervision at \$95,000 for the year 1973, as submitted. The monthly installment to be billed from January 1 will therefore be \$7,916.66. If from September 1, installments are billed at the rate of \$7,916.67 we will not be short-changing you.

.y.

Executive for North  
America